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A Trip Through Postumville

where

Postum Cereal
Instant Postum
Grape-Nuts
Post Toasties
etc., are made

Postum Cereal Company, Inc.
Battle Creek, Mich., U. S. A.

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WITH Charles W. Post, business was a means and not an end. He thought of the finished product of business in terms of American homes and citizenship. He thought of the place of business as an institution and not as a factory. He thought of business ability as an obligation for accomplishment and for service.

He had suffered financial loss, and he had been broken in health, at forty. "This shall be my beginning," he said, and so he went resolutely forward.

Life had taught him a broad understanding of people. Invalidism had led him deeply into the study of foods and chemistry. Destiny had given him the will for achievement and the genius for organization. So he built, not a factory, but a world renowned institution. So he produced, not commerce alone, but homes and opportunities, civic improvement and community betterment.

In truth, he conceived an ideal, amply realized in the ever increasing activities of the Postum Cereal Company, Inc., of today.

A LITTLE white frame building on a farm hillside was the nucleus of the vast industrial establishment of the Postum Cereal Company of today. This little white building was the place. A demand, an idea, a purpose; and faith and courage and energy, were the reasons.

The place of beginning is still marked by the "Little White Barn," and its inscription, "Started here January 1, 1895," smiling out upon its vast surroundings, tells with justifiable pride how far and fast the beginning has grown into strength, scope and beauty.

The charm of the hillside orchard has been preserved, the grace of the hillside slopes has been perfected, and into this setting has been built the great city of industry, where, in an atmosphere of business sunshine and under conditions of sanitary purity, are produced the Postum Company's pure food products for all the world.

Day and night the great factories run. Day and night a continuous stream of grain from America's rich fields is fed into the hungry machines. Carloads of grain are placed on one of the sidings and in a few minutes the contents are whisked away into elevators and storage tanks of enormous capacity. We will soon see how this

material is converted into Postum Cereal, Instant Postum, Grape-Nuts or Post Toasties, leaving the factories in a stream of packages, for consumption at home and abroad.

The capacity of the Company's home plant, as it now stands, is in excess of 300 million packages every year. The Canadian plant at Windsor, Ontario, is a good second to the home factories in output; which means pure food and drink for vast numbers of people.

As the visitor enters the grounds of the big Postum plant, he is impressed upon approaching the Administration Building, a wonderfully designed example of English architecture, with its quaint beauty and its setting of flowers and greenery in the midst of humming factories—one of the handsomest office buildings in existence.

"HERE let Art be used to soften commerce," finds its answer in an environment unique among modern business establishments. All the appointments of a museum of art surround the offices where the affairs of the Postum Cereal Company are administered. In the offices and corridors of the Administration Building hang paintings, by famous American and European artists, specimens of which are reproduced in this book. Members of the British Royal Academy are represented by some of their best work. Private collections in America and the galleries of France and Italy have been drawn upon with rare discrimination.

Here and there are brilliant examples of Venetian carving, bits of carved inscriptions from the ruins of Rome; specimens of Moorish art, and finely wrought suits of armor, together with interesting Indian and prehistoric relics from the Southwest; all of which combine with the paintings to hold the visitor entranced in the unusual atmosphere of the place.

Adjacent to the Art Galleries is the Private Office of the late C. W. Post, which is preserved in honor of his memory, just as he left it. Here the visitor may gain a glimpse of the once intimate surroundings of this man of large affairs.

PRIVATE OFFICE OF THE LATE C. W. POST

"SHEEP SHEARING" BY THOMAS SYDNEY COOPER, D. S. O., R. A., EXHIBITED AT THE ROYAL ACADEMY, 1869

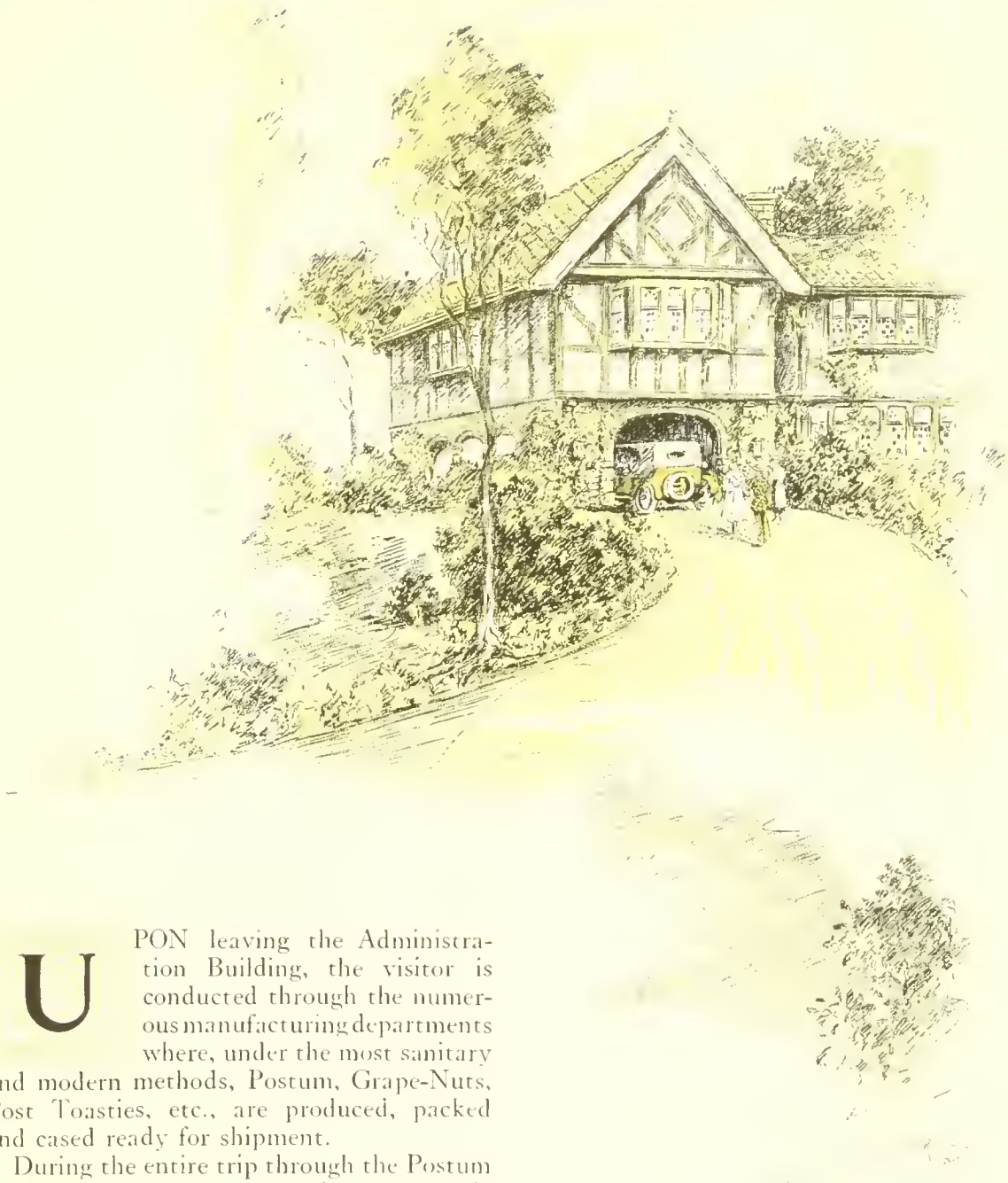
A CORRIDOR IN THE ART GALLERIES

"WATER-FRONT IN NAPLES" BY WM. HAHN

"OUT OF REACH" BY PHILIP H. CALDERON, R. A.

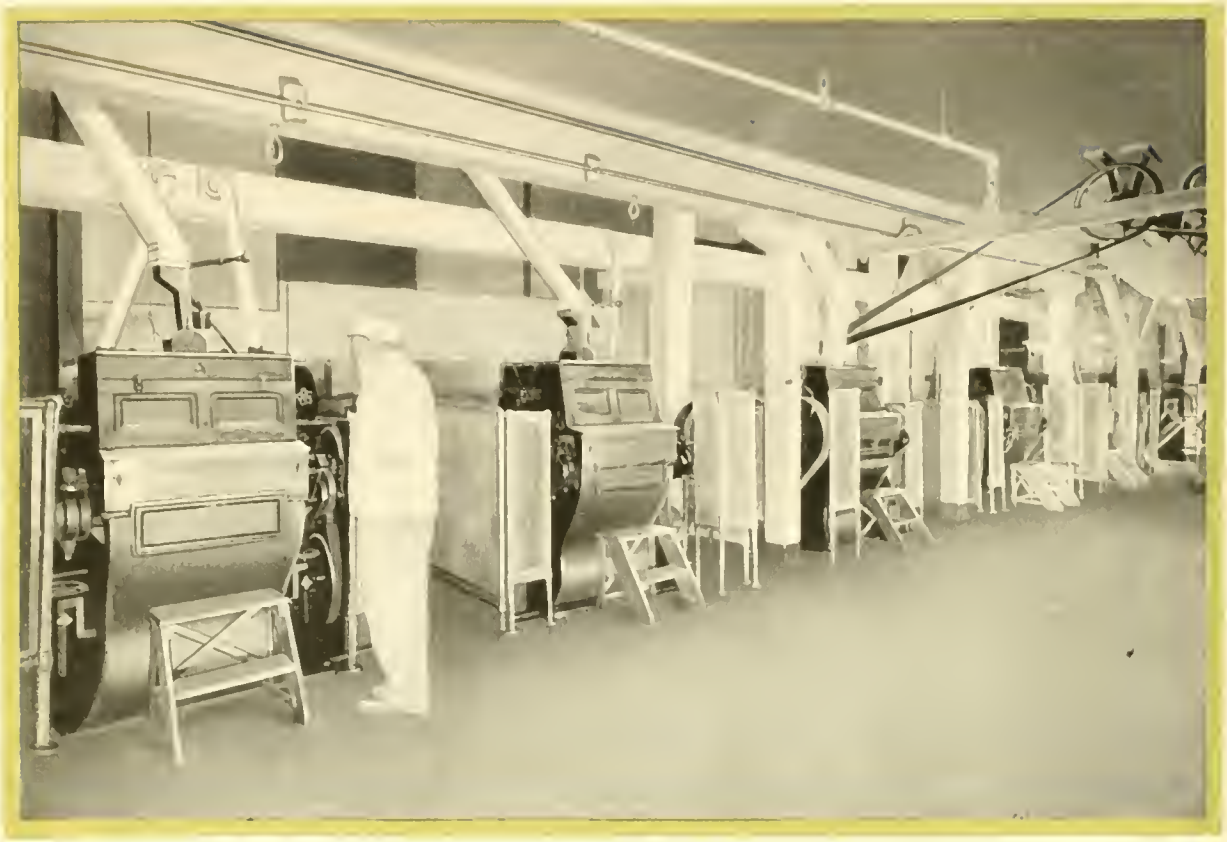
"THE PROMISE OF A WILD NIGHT" BY DAVID JAMES

"EARLY SUMMER—SUSSEX." EXHIBITED AT THE ROYAL ACADEMY, 1883. MARK FISHER, R. I.

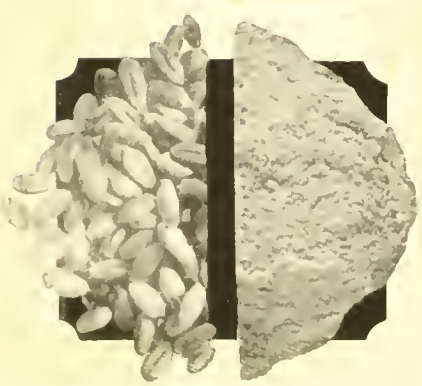


UPON leaving the Administration Building, the visitor is conducted through the numerous manufacturing departments where, under the most sanitary and modern methods, Postum, Grape-Nuts, Post Toasties, etc., are produced, packed and cased ready for shipment.

During the entire trip through the Postum pure food kitchens, it is especially noticeable that cleanliness and refinement in surroundings have most assuredly had their influence in inculcating that greatest of all virtues in food production, viz., cleanliness among employees. Let us first see how Grape-Nuts is made.



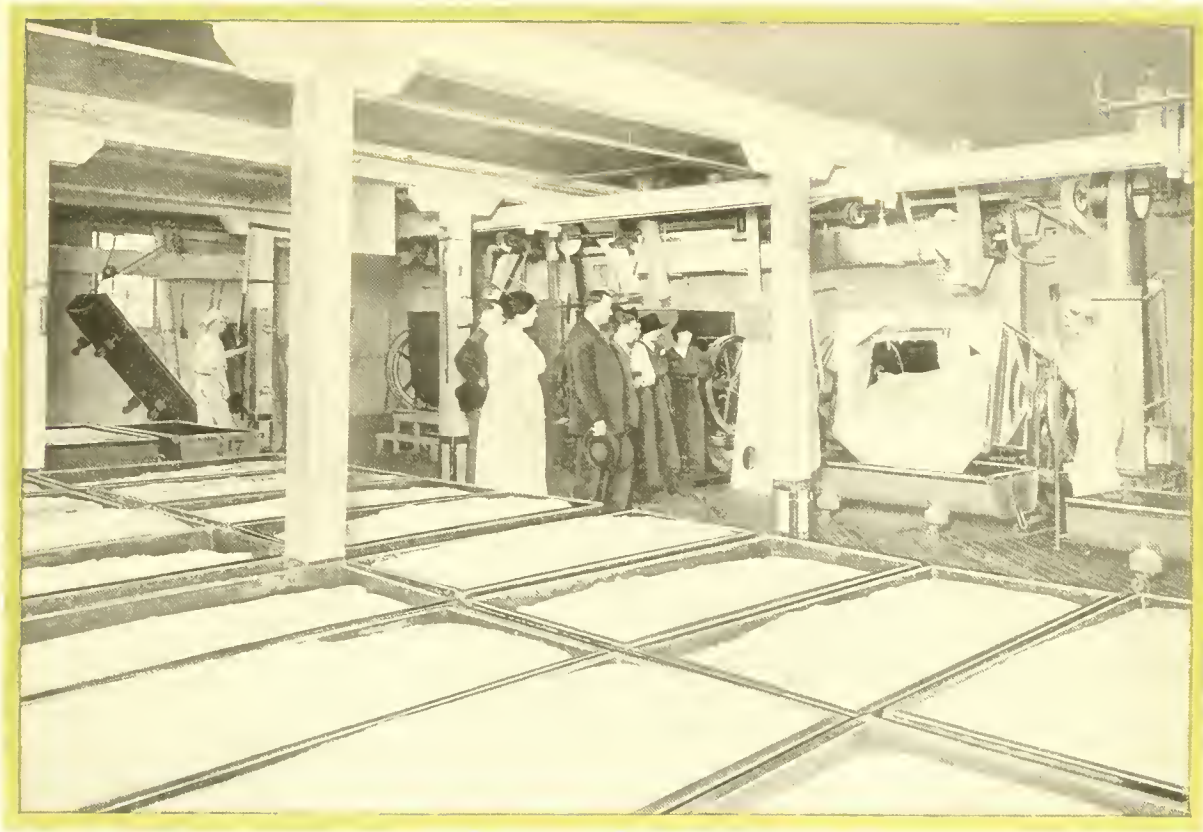
GRINDING FLOUR FOR GRAPE-NUTS



The Making of Grape-Nuts

JUST a few simple, wholesome ingredients enter into the making of Grape-Nuts—whole wheat flour, malted barley flour, yeast, a dash of salt and pure artesian well water. The entire nutrition of the wheat berry is used, including the phosphate of potash and other mineral elements absolutely demanded by the body for its proper feeding, particularly for the nerve centres and brain. The malted barley furnishes the diastase necessary to change the starchy part of the wheat into sugar or maltose during the process of baking.

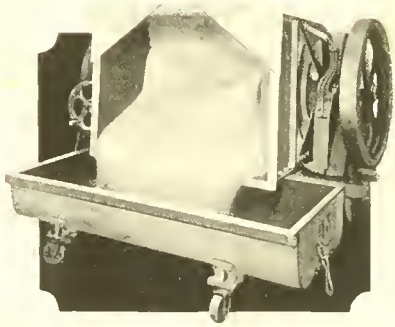
After being thoroughly cleansed to remove all impurities, the wheat and barley grains are ground separately and the flour combined in definite proportions by automatic weighing devices.



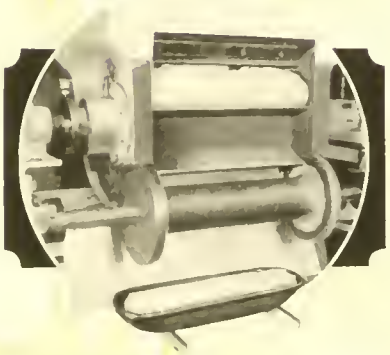
KNEADING DOUGH FOR GRAPE-NUTS LOAVES

TO the blended flour is added the other ingredients and the whole mixed to proper consistency and drawn off into "sponge tubs."

Next we come to a large, light, airy room with white enameled walls and ceiling—floor as clean as a kitchen table. On one side stand electrically driven dough-mixers, presided over by professional bread-makers, clad in white suits. These mixers receive the "sponge" from the "sponge tubs," and with the addition of more flour and water, knead the mixture into dough. Each batch is transferred into steel tubs and allowed to stand until the yeast causes it to rise to the proper condition for baking.



MOLDING GRAPE-NUTS LOAVES



THE Grape-Nuts dough is now ready to be baked and the contents of the tubs are emptied into the hopper of the loaf molding machine.

It is interesting to watch this machine, almost human in its operations, cutting the dough and shaping it into equal-sized loaves at the rate of about twenty-five per minute. These loaves weigh a little over eight pounds each and are formed for convenience in handling. Metal pans receive the loaves as fast as they are formed and operators deposit them on trucks for conveyance to the baking ovens.

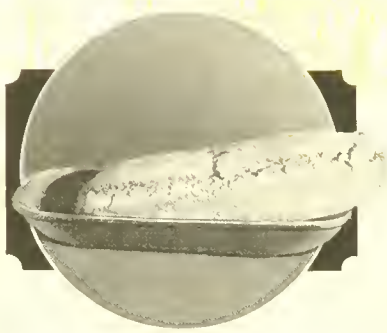
Now let us go into the Bakery and see how the loaves are baked.

GRAPE-NUTS BAKERY

GRAPE-NUTS is twice baked—first, a preliminary baking of about two hours, during which time the diastase of the malt converts part of the starch into sugar and dextrin.

The Grape-Nuts loaves are carefully placed upon sliding trucks which convey them into the ovens for the first baking process, under specified conditions controlled by thermometers. The twenty-five large ovens, with a capacity of 190 loaves each, bake approximately 40,000 loaves per day.

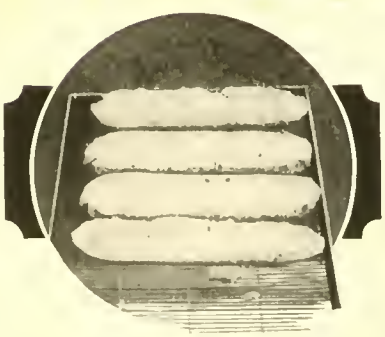
Upon completion of this first baking, the loaves are allowed to cool, after which they are trimmed, preparatory to slicing.



SLICING GRAPE-NUTS LOAVES

FOLLOWING the loaves from the trimmers, we find them being conveyed to the cutting tables, where they are cut by machine knives into long, thick slices. This slicing facilitates the second baking process.

Operators whose hands are covered by clean, white gloves, carefully place the slices on wire trays. These trays are then loaded on portable steel trucks which convey them into the secondary baking ovens. Each truck is capable of carrying about fifty trays of Grape-Nuts slices.

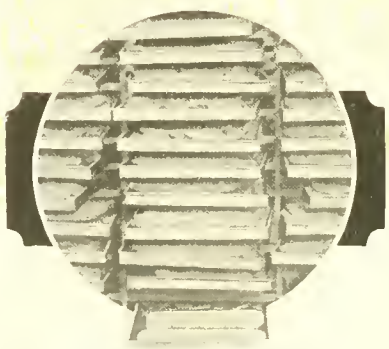


SECONDARY BAKING OVENS FOR GRAPE-NUTS

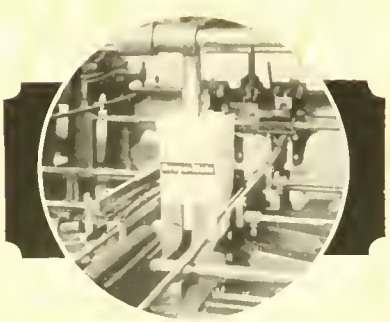
THERE are thirty-nine of these long ovens, of varying lengths, with an average capacity of eight portable trucks. The second baking of the slices consumes many hours, at a temperature of over 200° F., during which time the moisture is evaporated and the dextrinization of the cereal starch is completed.

Part of the sugar thus formed is commonly called dextrose, or "Grape-sugar," and is the only form in which starch can be assimilated in the human system. Grape-Nuts food furnishes us, then, with the needed starchy part of the grains in partially pre-digested form.

After being taken from the second ovens, the slices are hard-baked and only need to be reduced to edible form by grinding into granules.

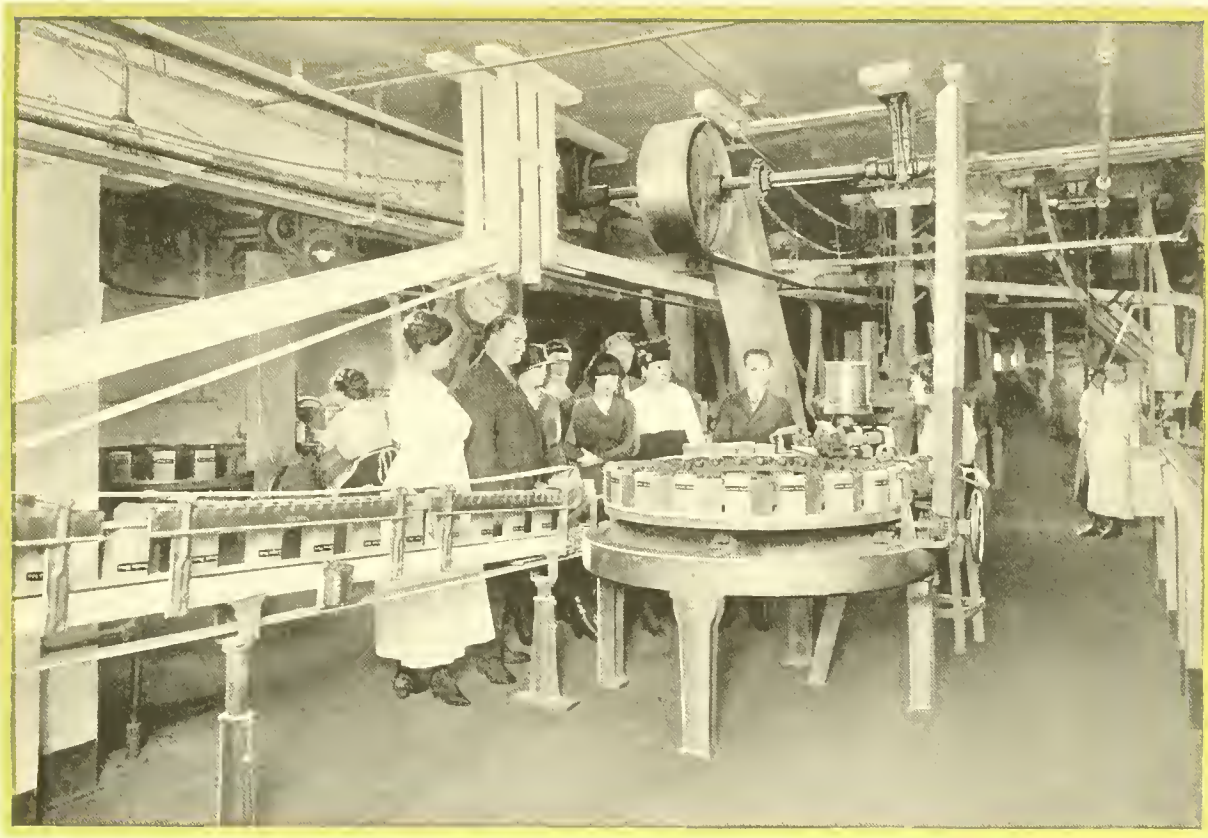


FORMING GRAPE-NUTS CARTONS



WE now have Grape-Nuts ready to be packed into cartons. Even these are made by machinery. The carton making machines, of which there are eight in number, automatically form the Grape-Nuts boxes. Each machine has a capacity of forming and sealing 1800 complete boxes per hour. These finished boxes automatically leave the machines and are then passed down chutes to the floor below, where they are dropped on traveling belts which carry them to the filling machines.

You may be interested to know that the word "Grape-Nuts" is formed by using the first part of the term "grape-sugar" and the word "nuts" — the latter being purely a fanciful addition suggested by the brittle condition and nut-like flavor of Grape-Nuts.



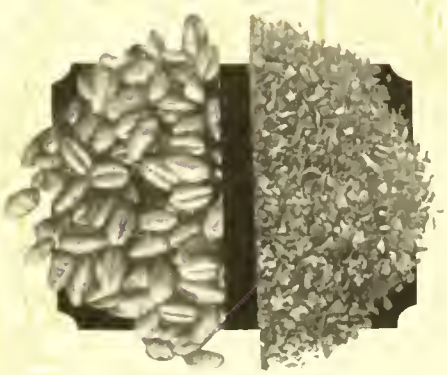
GRAPE-NUTS PACKING ROOM

HERE we see the cartons as they pass along on the conveyor belts to be filled with Grape-Nuts, each machine filling about sixty packages per minute. The same endless belts carry the filled boxes on to the round sealers, where the top flaps are tucked in and sealed tightly.

Wrapping machines next receive the sealed packages and automatically encase them in clean wax-paper to exclude the moisture and all impurities, thus preserving their original crispness and flavor all the way to your table.

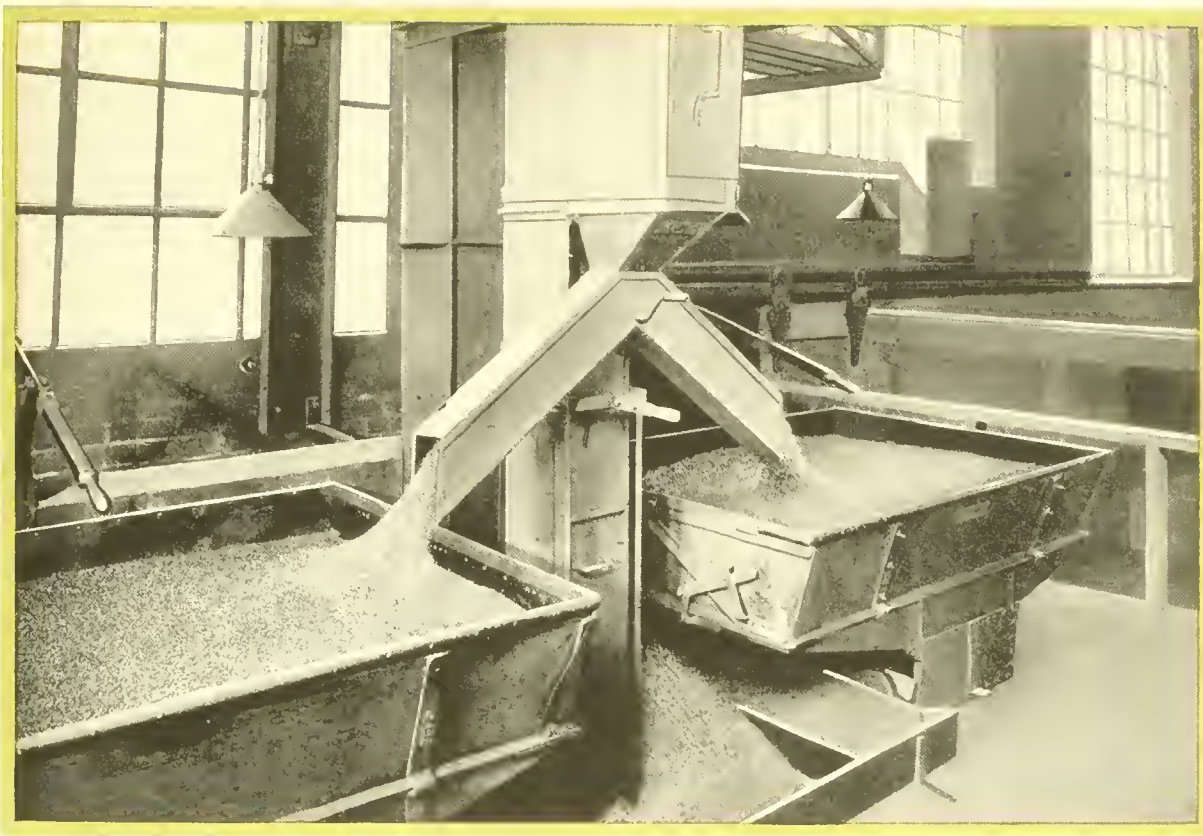
The making of a scientific food, with elements needed for rebuilding all the body tissues, is a difficult task, and Grape-Nuts food has never thus far been successfully imitated. An appreciative public has realized the great value and tasty goodness of Grape-Nuts, which has made this sturdy food a tremendous success.

ROASTING WHEAT FOR POSTUM CEREAL



The Making of Postum Cereal and Instant Postum

MR. POST, in his exhaustive studies of matters pertaining to health, was attracted by the unusual number of people affected by coffee-drinking. In collaboration with an analytical chemist, he conducted a series of experiments, looking toward a healthful beverage, to be made of nourishing grains, that would have an attractive flavor. Upwards of a year was consumed before the method of preparing and blending the different parts of wheat produced Postum Cereal.

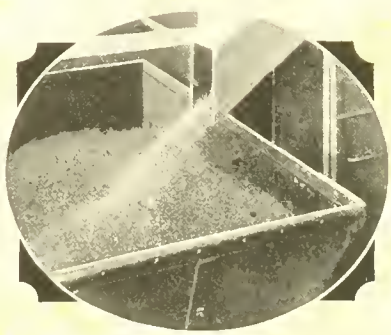


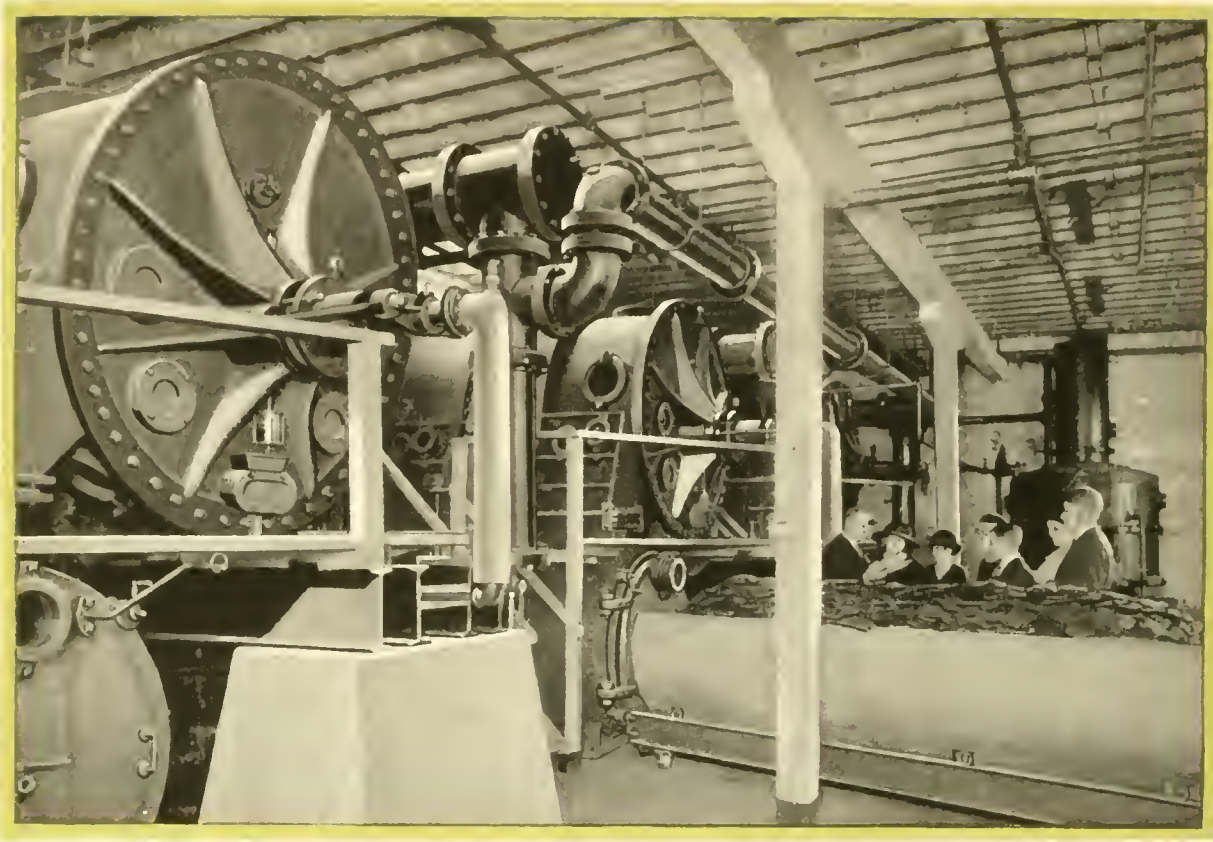
POSTUM WHEAT COOLING PANS

NOT a particle of coffee or any other substance, except different parts of wheat and a small percentage of wholesome molasses, enters Postum Cereal. No chemicals whatever are used.

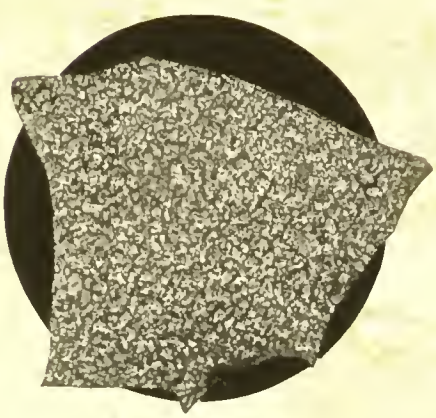
The outer hull, or bran coat, of the wheat is moistened with molasses and roasted separately. The entire wheat grains are carefully browned and conveyed from the roasters to the cooling pans. After exhaust fans have drawn off the heat, the cooled wheat is dumped into hoppers and ground.

The two portions of wheat are now blended in specific proportions to supply just the food elements and the flavor desired.



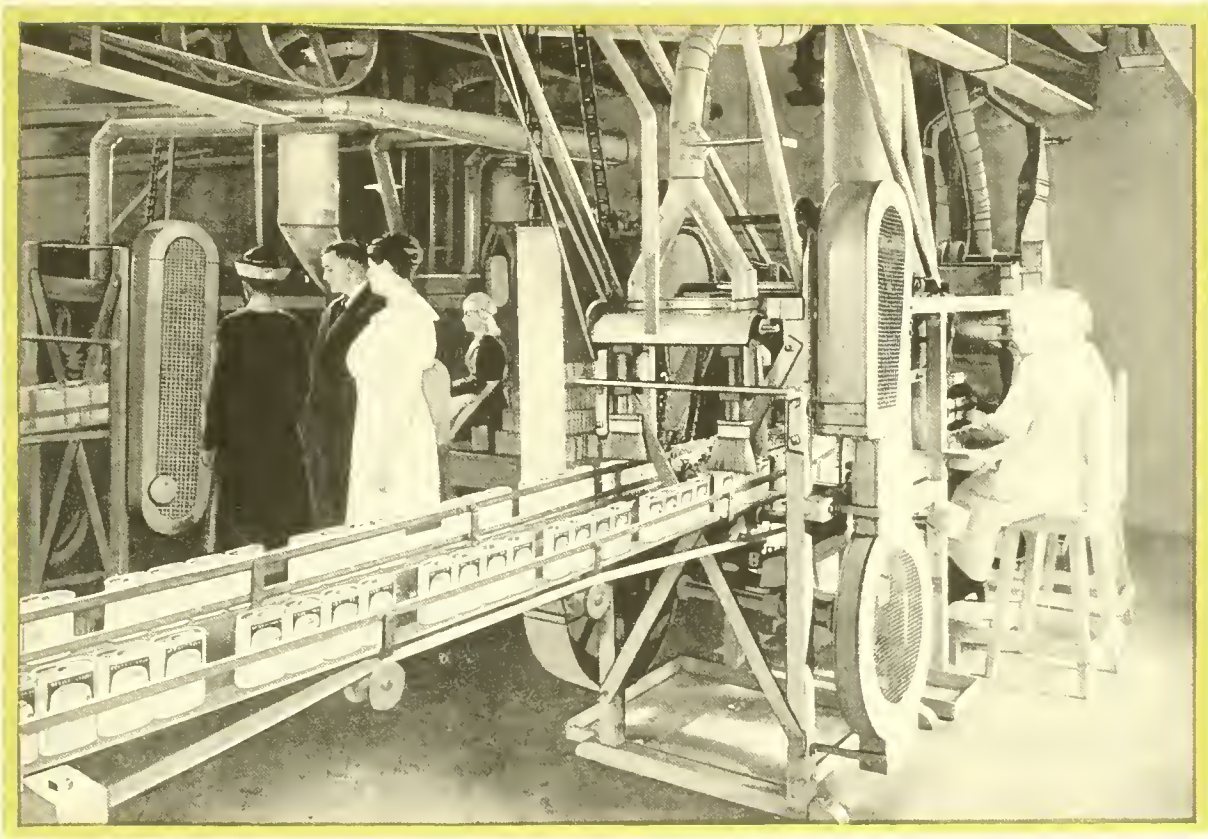


INSTANT POSTUM EVAPORATORS



TO make Postum Cereal at its best, long boiling is required. But for those who desire a form which may be prepared instantly, the boiling is done at the factory in producing Instant Postum.

Instant Postum is made entirely from Postum Cereal, which is percolated with boiling water until all its rich, full flavor is brought out. This perfectly brewed Postum is then reduced to crystalized form, by means of evaporating machinery. Automatic grinders convert these crystals of pure Postum into a coarse powder.



FILLING INSTANT POSTUM TINS

INSTANT POSTUM is packed for market in air-tight tins, by means of automatic filling machines. Each machine fills and caps about fifty tins a minute.

When properly prepared, both forms of Postum are equally delicious and the cost per cup is about the same. Instant Postum, however, offers the convenience of easier and quicker preparation, as it is entirely soluble in hot water. It may thus be made in a moment at the table, if desired, by placing a level teaspoonful in a cup and adding hot water. The strength may be varied to suit the individual taste; with cream and sugar added, you have a delightful drink of coffee-like flavor, but without any harmful after-effects.

A BATTERY OF CONCRETE STORAGE TANKS

The Making of Post Toasties

(SUPERIOR CORN FLAKES)

IN the growth of corn, there is a period when the kernels are plump with a vegetable milk, most nutritious. As it slowly ripens, this hardens, and finally becomes almost flinty. The problem of the food expert was to cook this heart of the grain skillfully and present its merits in an appetizing way.

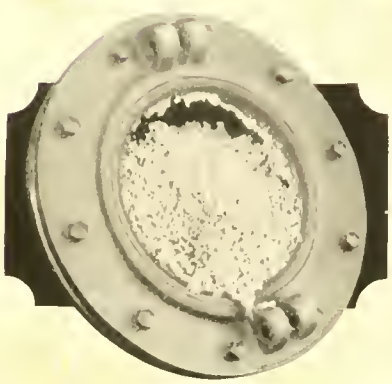
Let us now see how this problem has best been solved by watching the various processes which take place in the manufacture of Post Toasties. Before going into the manufacturing departments, it is of interest to stop for a moment and see the immense concrete tanks which provide storage for the shelled corn. In order that there may be an ample supply of material on hand at all times to guard against emergencies, capacity has been provided for over 500,000 bushels of grain.

MAKING CORN GRITS FOR POST TOASTIES

WHILE everyone is familiar with its general appearance, few realize the interesting things revealed by the microscope in a single kernel of corn. In the well equipped laboratories of the Postum Cereal Company, all materials used in making its pure food products are carefully analyzed and the defective material is rigidly excluded.

In the making of Post Toasties only the sweet, firm heart of selected white corn is used—the fine flavor and delicious eating qualities can be secured in no other way. To facilitate removing the undesirable parts of the corn, it is placed in large steel cylinders and slightly steamed. Here the moisture loosens the hull, or outer covering, enabling the degerminating machines to crack the kernel into several pieces (corn grits) so that the germ, or the fat part, which would become rancid if retained, may be removed.

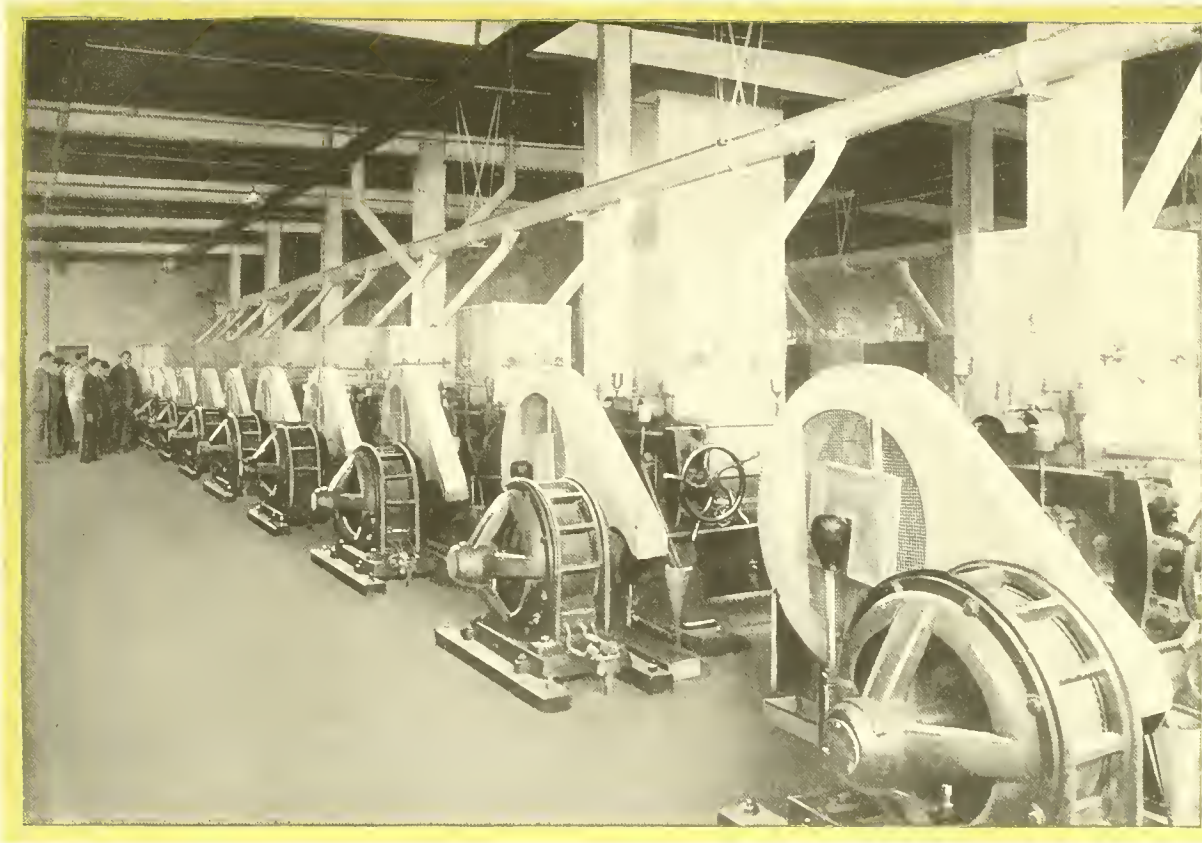
WHERE CORN GRITS FOR POST TOASTIES ARE COOKED



NOW that we have seen the care used in the preparation of the grain, let us follow the snow-white corn grits until they are finally converted into substantial flakes.

The corn grits are cooked in immense, rotary steam-cookers, with just a pinch of salt added to season, and sweetened a trifle with pure, granulated sugar. Conditions of cooking are controlled by temperature, time and the most careful watching. Each of the ninety-three steam-cookers employed for this process has a capacity of 1600 pounds, making a total of seventy-four tons of grits that can be cooked at one time.

From the cookers, the thoroughly and evenly cooked corn grits fall upon an endless conveyor, traveling beneath the cookers, which carries them to revolving screens where they are distributed to the dry kilns.

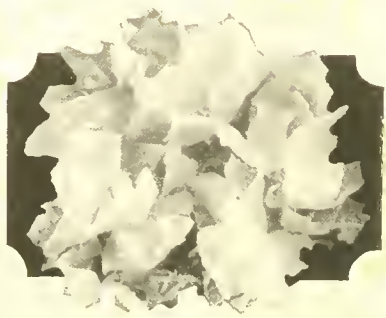


ROLLING CORN GRITS INTO FLAKES

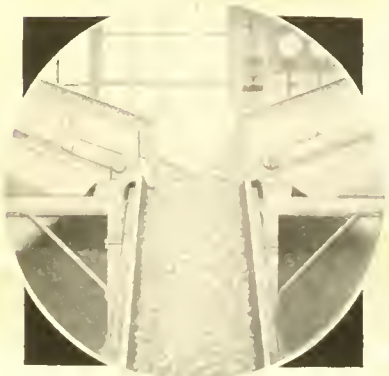
AT THE completion of the steam-cooking process, the corn grits naturally contain considerable moisture which must be evaporated before they can be rolled into flakes. This is done by means of immense "driers," where a current of hot air continually circulates through the mass of grits—thus absorbing all the moisture, leaving the grain hard and flint-like.

Before they are transformed into flakes, the dried grits are given a rest of about ten hours in the "curing bins," where the delicious flavor is partially developed, later to be completed by careful toasting.

Just to look at these machines that roll the grits into substantial flakes of uniform thickness one would not think that each of the seventy-two employed holds steel rollers capable of exerting a pressure of nearly forty tons.



OVENS WHERE POST TOASTIES ARE TOASTED



THE patented process employed in toasting the flakes as they are received from the flaking room is largely responsible for the distinctive appearance, substantial crispness and delicious flavor of Post Toasties.

The process of toasting is just as its name implies. Dropping from endless conveyors, the rolled flakes fall into a revolving screen inside the oven, which whirls them about, toasting them over a quick, fierce, smokeless fire. One is reminded of a huge corn popper, when the door is opened and the flakes are seen flying about like so many snowflakes. Such care is used that every twist and corner is thoroughly toasted and so evenly that every flake is of the same golden color.

ONE OF THE PACKING LINES FOR POST TOASTIES

FROM the toasting ovens, the finished food, now Post Toasties, is passed to the cooling racks, then over a screen which removes all fine particles or broken pieces, so that uniform size throughout is insured.

Step by step, we have followed the kernel of corn from its entrance into the storage tanks, until it is transformed into a crisp, substantial flake of distinctive appearance and delightful flavor. But our trip is not complete until we have seen how Post Toasties are packed and cased for shipment.

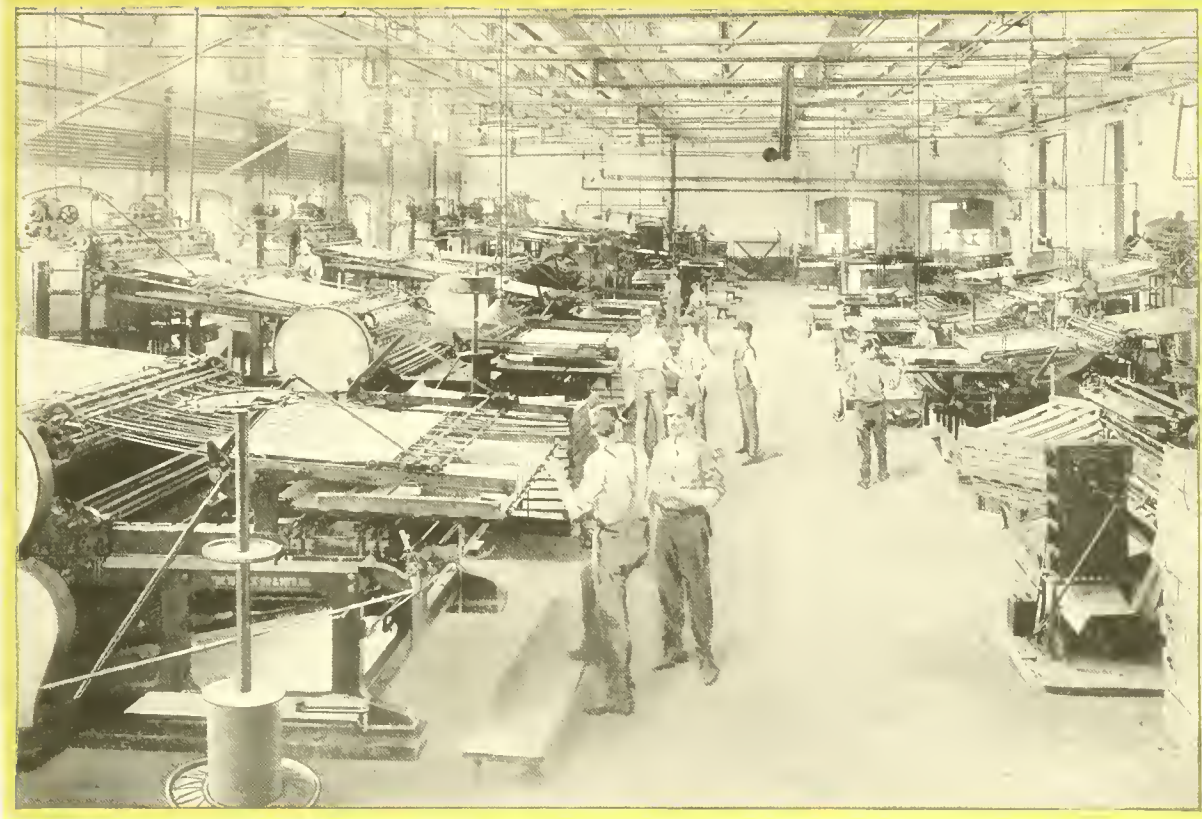
The Post Toasties Packing Departments are truly interesting places. Large, clean, airy rooms provide ideal working conditions for girl employees who are dressed uniformly, in clean white aprons and caps.

POST TOASTIES PACKING ROOM

STARTING at one end of the "packing line," we see the cartons automatically formed. As they pass along, clean, white paper sacks are inserted to receive the finished food. Machines, seemingly with almost human intelligence, uniformly fill the cartons and tightly seal them. To exclude all impurities, moisture, etc., and to complete the triple-sealing, we next see the machine wrappers pick up the cartons and tightly wrap them with clean wax-paper. For convenience in handling, the individual cartons are packed into fibre shipping containers and conveyed to the waiting cars below.

Some idea of the immense production can be gained when it is known that the Post Toasties Packing Departments have a capacity of over 800,000 complete packages or approximately forty carloads per day.

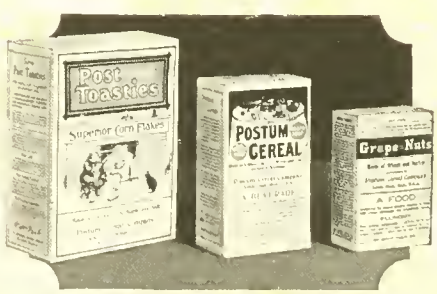
Thus, Post Toasties are made and started on their journey to your table—providing a wholesome dish welcome at any meal.



PRESS ROOM OF PRINTING DEPARTMENT

PRACTICALLY all of the printing and paper requirements of the Postum Cereal Company are supplied by the printing and carton-making department. It is housed in a separate fire-proof building, with over four acres of floor space. Complete equipment is provided for the printing of office forms, advertising literature, display cards, etc.

The Printing Press Room contains several large two-color presses, besides single presses, with many automatic feeders—all driven by individual electric motors. Here the cartons and shipping cases for Postum Cereal, Grape-Nuts, Post Toasties, etc., are printed, ready to be cut and formed.

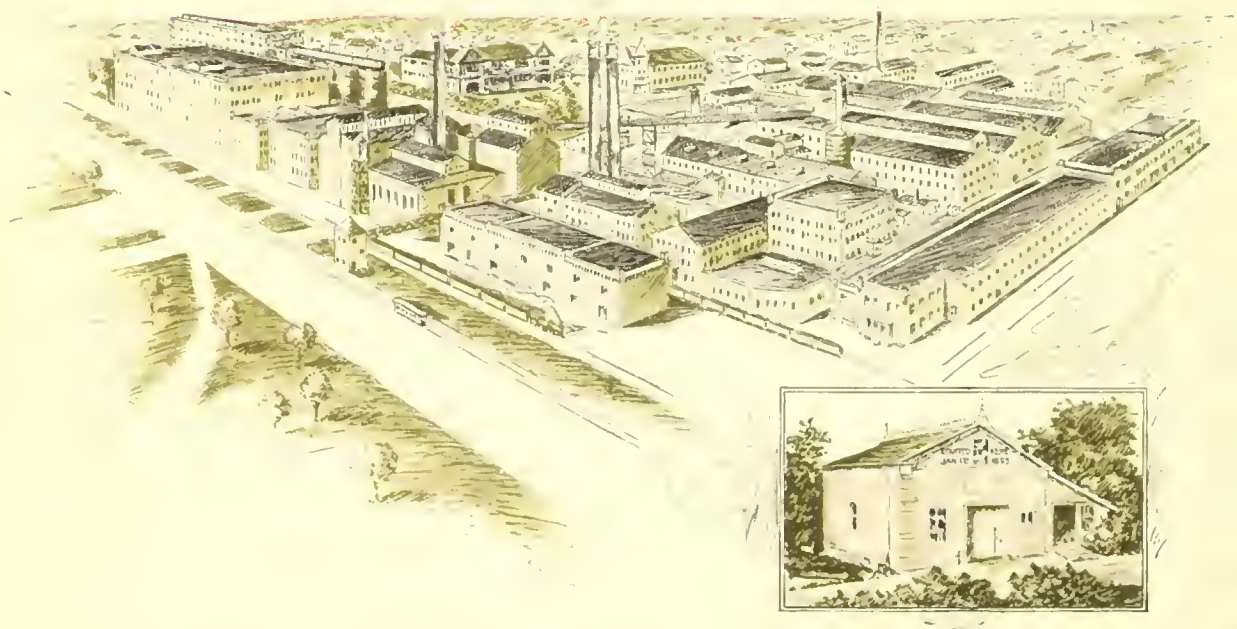


Lunch Rooms
for Postum
Employees

THE one shown at the top is the general lunch room, where visitors are invited to stop a moment to enjoy a cup of Postum, a dish of Grape-Nuts and Post Toasties.

Examples of the Landscape Gardener's Art at Postumville

IS there any pleasure like making a new friend or greeting an old one? If this book aids in keeping bright the memories of a happy visit, or brings you to Postumville for the first time, we take pride in offering it; for the reward of service is to have won your friendship.



BIRDS-EYE VIEW OF POSTUMVILLE—THE PURE FOOD CITY

R. R. DONNELLEY & SONS CO., CHICAGO

BOUND BY